



## Alpha Beta has discounted all prices! Almost.

If we could sell you something for less than a penny, we would. Because we've discounted all food prices for good. This means you can buy almost every one of our 12,028 items for less than you're paying now. We made all this possible by doing away with trading stamps, long store hours, and the kind of costly games

that other stores are starting up. Remember—all those lures cost *you* money. The only lures left (other than everyday low discount prices) are fine products. And fine people. And we'd never discount them. Not even for a penny.

The Quality Leader—Now the Price Leader, too.



**P.S. IF YOU'RE PLAYING GAMES & SAVING "FREE" STAMPS, IT'S COSTING YOU TOO MUCH.**